

Here is your November 23 edition of the *Book Marketing Matters* special-sales ezine by Brian Jud. It contains regular columns with tips from John Kremer, Guy Achtzehn, Rick Frishman, Eric Kampmann, Paulette Ensign, Judith Briles, Tonya Evans and Roger C. Parker. The guest columnist in this issue is Steve Piersanti.

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All of us at Book Marketing Works wish you success in your book-marketing efforts, Brian Jud

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## Book Marketing Matters

Brian Jud's free, bi-weekly ezine dedicated to helping you get your fair share of the special-sales markets, and sell more books profitably

Volume 14, Issue 24, Number 342 November 23, 2015

**Do you want to sell more books to non-bookstore buyers? Join our commission-based special-sales program.**

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**Top inquiries from the salespeople  
for the week ending 11/20/15**

<u>Title</u>	<u>Quantity</u>
Camo-covered Bible	8000
Thank You for Your Service	2500

## News From APSS

(The Association of Publishers for Special Sales)

APSS has added a new chapter in Central New Jersey. Kathy Miller is the President and she will launch it on December 1

We also have APSS chapters in Atlanta, Baltimore, Boston, Chicago, Connecticut, Grand Rapids Midland (TX), Nashville (NC), Nebraska, Orange County, Phoenix, Santa Clarita, Santa Fe and Sarasota. APSS-Canada has its main headquarters in Toronto with a chapter soon in Vancouver. See information on joining one of these under the "Local Chapters" tab at [www.bookapss.org](http://www.bookapss.org)

If you are interested in starting one in your city, please let me know at [BrianJud@bookapss.org](mailto:BrianJud@bookapss.org).

**Upcoming APSS Webinar**

# From Idea to Plan to Published

By Nina Amir

Dec 3 6:00 pm ET

The average book today sells only about 250 copies per year and 3,000 in its lifetime. Improve your odds of becoming a successful author by producing a business plan for your book before you write a word. As you do, develop an Author Attitude, craft a marketable book idea, and evaluate your idea and yourself through publishing professional's lens.

Learn how to determine if your book is not only a great creative idea but also marketable product—a viable business venture. Use the nine-step Author Training Process, an evaluation tool, to help you determine if your book is ready to go to market and if you are ready to become an author and a publisher.

This IS a session about how to train yourself to see both the creative and business aspects of writing and publishing a book. This session is appropriate for fiction writers and for nonfiction writers. (Based on Nina Amir's book, *The Author Training Manual*, Writer's Digest Books, March 2014.)

## Session takeaways:

1. Discover two important steps that reveal if your book idea is marketable.
2. Uncover the foundational elements necessary to produce your business plan and use it to evaluate your book idea.
3. Decide if you are cut out to write and market a successful book—if you are a savvy indie publisher.
4. Discover what readers want.
5. Find out how to produce a successful book.
6. Take the nine steps in the “proposal process.”
7. Discover why you shouldn't write your book as soon as you get the idea.
8. Learn the four characteristics you need to succeed as an author.

Register at <http://tinyurl.com/pcazysr>

## Notes From the Front Lines

(Excerpted – with permission – from the *Book Publishers' Handbook*, by Eric Kampmann, President, Midpoint Trade Books [ekampmann@aol.com](mailto:ekampmann@aol.com))

The Seven Signposts on the Road to Good Publishing. Publishing books is like taking a journey. You need a map to point the way; or signposts to guide you. For example, when I backpack I look for blazes on trees. Or, if I am above the tree line, I seek out cairns or stone markers that I follow with care so I stay on the trail. As with any journey, a good publisher knows he must follow certain signposts to successfully produce, sell, and market his books. Ignore an important signpost and you can get lost, or go in the wrong direction. Each marker represents a decision you must make – sometimes on your own or with the advice and counsel of someone with more experience. Over the next few issues of *Book Marketing Matters* I will describe one of seven signposts on the road to good publishing. Here is the sixth.

**Signpost #6: Alternative Sales Channels.** Almost every book has a market outside traditional book channels. In some cases, sales to these outlets exceed what the book achieves in the general trade market. Examples include dotcoms such as Amazon, the gift market, premium sales, foreign rights, and proprietary publishing.

## Kremer's Korner

(Excerpted - with permission - from John Kremer's sixth Edition of *1001 Ways to Market Your Books*. Contact John at <http://www.bookmarket.com>)

In the case of most special sales, be prepared to wait as long as six months or more before any final decision is made. Even then, it may be another three to six months before you receive the order. Most catalogs, for instance, work with at least a nine-month lead time.

## Ideas for Selling to Non-Bookstore Buyers – Guy Achtzehn

(President of The Promotional Bookstore, offering commission-based sales of books to non-bookstore buyers, [guy@msgpromo.com](mailto:guy@msgpromo.com))

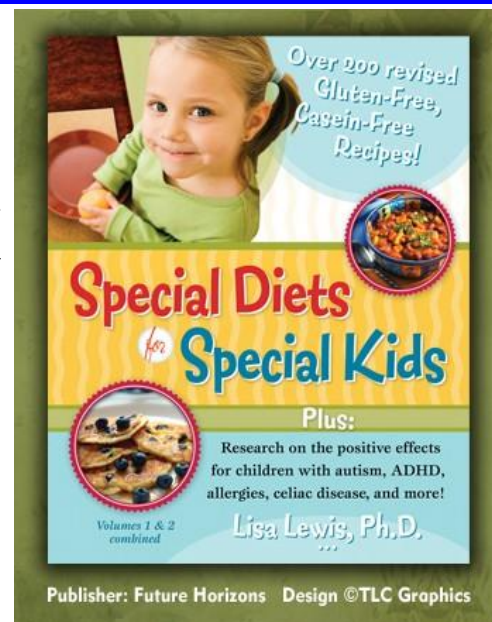
Businesses – both large and small -- comprise a unique, large, growing and diverse opportunity for selling your books. They use books in two general ways to increase their profits as they help or educate employees and consumers. The first is for premiums and incentives where a product such as a book would be given to promote goods and services, to reward buyers for making the purchase, to motivate employees or serve as a gift to customers. Your book is considered a premium or incentive if a company buys and uses it “as is.” Second, if the company customizes it, for instance if it puts its logo on the product and sells or gives it away, it's considered a promotional product -- an ad specialty.

## The Cover Story – Tamara Dever

(Tamara Dever, Owner/Creative Director, TLC Graphics. For more information about producing beautiful and saleable books, please visit [www.TLCGraphics.com](http://www.TLCGraphics.com).)

Does it really matter if your book cover designer knows anything about the book's subject matter? The simple answer is, “yes and no.” In most cases, a good designer can create wonderful, saleable designs armed with back cover copy, a synopsis, your marketing plan, and a little background on the topic. If however, you do find a designer who knows something about your subject matter, it can be a big bonus to get his or her added insight.

In the case of “Special Diets for Special Kids,” the publisher and author wanted to emphasize healthy foods, staying away from less nutritious kids' staples like cupcakes, pizza, and the like. As a person actually on this diet, I know that anyone with these restrictions simply wants assurance that they can still eat many of the foods they loved pre-diagnosis. Not showing this on the cover could turn potential readers away, giving them the impression it's all about boring health food that their already picky kids won't want to eat. By using photos that show a nice compromise between healthy and familiarity, this cover is attractive to kids and parents and invokes a “can-do” attitude.



## Leadership and Growth Concepts – Tom Hill

(Founder and CEO of the Eagle Goal Coach, an organization devoted solely to assisting others find and follow their life's passion. Tom can be reached via e-mail at [tom@tomhillwebsite.com](mailto:tom@tomhillwebsite.com))

## Here are my Top Ten Tips About How To Stay Young

1. Throw out nonessential numbers. This includes age, weight and height. Let the doctors worry about them. That is why you pay them.
2. Keep only cheerful friends. The grouches pull you down.
3. Keep learning. Learn more about the computer, crafts, gardening, whatever. Never let the brain idle. "An idle mind is the devil's workshop" and the devil's name is Alzheimer's.
4. Enjoy the simple things.
5. Laugh often, long and loud. Laugh until you gasp for breath.
6. The tears happen. Endure, grieve, and move on. The only person who is with us our entire life is yourself. Be ALIVE while you are alive.
7. Surround yourself with what you love, whether it's family, pets, keepsakes, music, plants, hobbies, whatever. Your home is your refuge.
8. Cherish your health: If it is good, preserve it. If it is unstable, improve it. If it is beyond what you can improve, get help.
9. Don't take guilt trips. Take a trip to the mall, even to the next county; to a foreign country but NOT to where the guilt is.
10. Tell the people you love that you love them, at every opportunity.

## Legal Matters That Matter to Writers – Professor Tonya M. Evans

(Contact Professor Evans at Legal Write Publications, [info@legalwritepublications.com](mailto:info@legalwritepublications.com) or [www.legalwritepublications.com](http://www.legalwritepublications.com); The information contained in this column is for general informational and educational purposes only and does not constitute legal advice. If you need advice regarding a specific legal matter, you should consult a lawyer as each case is fact-specific.)

**What are examples of things that cannot be copyrighted?** Copyright does not protect facts, ideas, systems, or methods of operation, although it may protect the way these things are expressed.

## The Book Shepherd – Judith Briles

Dr. Judith Briles is The Book Shepherd ([www.TheBookShepherd.com](http://www.TheBookShepherd.com)) and Chief Visionary Officer of AuthorU ([www.AuthorU.org](http://www.AuthorU.org)). She is the author of 34 books including *The Crowdfunding Guide for Authors & Writers* and *Author YOU: Creating and Building Your Author and Book Platforms*. Register for her online course, *How to Write a NonFiction Book in 4 Weeks* and connect on Twitter @MyBookShepherd. Her radio podcast, *AuthorU-Your Guide to Book Publishing*, gets over 300,000 downloads each month and can be heard at <http://bit.ly/AuthorURadio>

**Don't get caught up in the most common blunders authors make.** When asked, "Who are the leaders – the top influencers in your genre and who are your competitors?" they say: "I don't know."

That response won't cut it. You need to know who the "players" are ... follow them in their social media ... and then start following their followers. Why? Simply this: the odds are in your favor for them following you back. After all, because they follow your competitors—authors and experts who are similar to you—there is already something that you have in common. It's time for you to do some espionage work—put on your spy hat and start sleuthing.

Google is your friend here—start with a Search: who are the top leaders / best experts / top influencers in \_\_\_\_\_ and see what pops up. Go to the websites—a potential gold mine of key word phrases that you can mimic (pay attention to the first two paragraphs of the Home page; note what they have on their Media or Speaking tabs). Note what social media formats they post in. Subscribe to their blogs. Start using those phrases in your own copy. Hi Brian ... a day late—sorry ... here's several for you. Can you add to my tag: Register for Judith's online course: *How to Write a NF Book in 4 Weeks* which includes group and personal coaching.

## Marketing Strategy

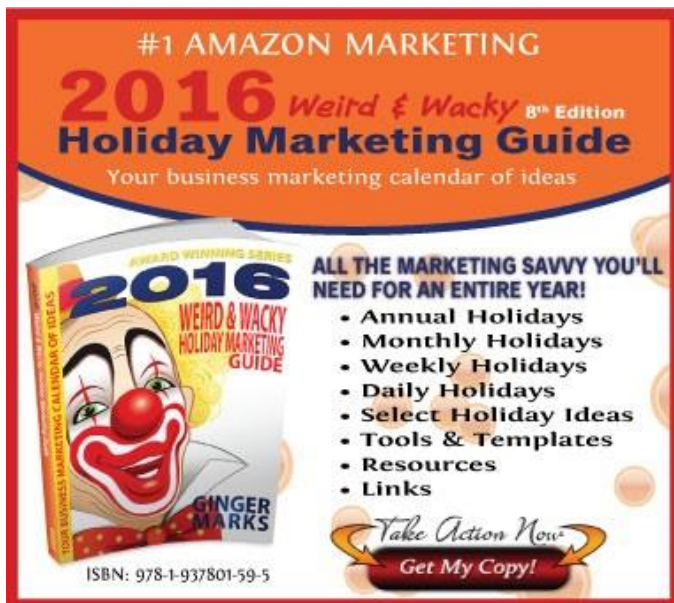
(Excerpted from Brian Jud's e-booklet, *The Buck Starts Here: 635 Tips for Creating Successful Marketing Strategy*; [www.bookmarketing.com](http://www.bookmarketing.com))

You can perform RBWA (Research By Walking Around) in bookstores. What books are selling well, particularly in your category? Why? Is it the size, price, cover design, number of pages or internal layout? What cover designs do you like? What makes the internal layout look good – typeface, type size and/or leading? Talk to the employees to find out what makes some books sell better than others.

## You're On The Air

(Jim Bohannon, Host of the nationally broadcast Jim Bohannon Show)

*This is not the printed page. If you miss something, it's gone forever. Speak in a way that enables people to understand you.*



“Did you know that December is National Tie Month and Safe Toys & Gifts Month? Or that January is Diet Month? Or that February is Boost Your Self Esteem Month? A great way to get publicity is by connecting your content to a special holiday or marketing period. I recommend this book to all who want to find a fun way to get more exposure and book sales.”

Brian Jud

## Author 101

(Excerpted - with permission - from *Author 101: Bestselling Book Publicity*, by Rick Frishman and Robyn Spizman; contact Rick at [FRISHMANR@PlannedTVArts.com](mailto:FRISHMANR@PlannedTVArts.com) or [www.author101.com](http://www.author101.com))

To write a successful book, you must be passionate about both your subject and your book. You must breathe, eat, sleep, and live with them. You have to know your subject inside out and make sure that you don't lose interest in it. Many aspiring authors get excited about their subjects and go through a quick, torrid romance; then they lose interest and the project dies.

To keep the fire flaming, you must believe in your book and in the benefits it will give others. When you truly believe, the hard work will become easier and worth the effort. It will not be as difficult to remain patient, to be persistent, and to not give up. When you're passionate about your book, your belief will convince others. It will make them into converts, supporters, and disciples who will deliver your message. Inspired by your passion and belief, they will help you build a groundswell for your book.

## Guest Columnist – Steve Piersanti

(Steve Piersanti is President and Publisher of Berrett-Koehler)

What good is a publisher? Some observers question what value publishers offer and whether authors would be better off self-publishing their books, given that the authors, more than their publishers, will drive sales. The case for self-publishing is further strengthened by today's ability of authors to reach the marketplace through Amazon.com, the new social media, and the authors' own websites.

Self-publishing is the best avenue for many books, and I often encourage authors to go this route -- particularly when they are able to sell many copies of their books through their own channels. However, a good commercial publisher still brings tremendous value to the book publishing equation in multiple ways:

1. Gatekeeper and Curator: In today's insanely crowded marketplace with an overwhelming number of publications competing for our attention, publishers select and focus attention on books of particular value and quality, thereby helping those books stand out. The validation, visibility, and brand provided by publishers add great value to those books.
2. Editorial Development: Berrett-Koehler raises the editorial quality of each book in several ways, including extensive up-front coaching of authors to improve the focus, organization, and content; detailed reviews of the manuscript by potential customers to make the book more useful to its intended audience; and professional line-by-line copyediting. Such editorial development is often pivotal to a book's success.
3. Design: Self-published books often stand out in a negative way because their covers and interiors appear under-designed (or overdesigned). Some self-published books lack the professional and appropriate appearance that good publishers bring to books.
4. Production: Although authors can now produce books on their own computers, publishers can save authors a lot of work while bringing higher quality to layout, proofreading, indexing, packaging, and other aspects of production.
5. Distribution: Publishers can usually make books available through many more channels (trade and college bookstores, multiple online booksellers, wholesalers, and other venues not open to self-publishing companies) than authors can on their own.
6. International Sales: Berrett-Koehler's books are sold around the world through distributors in Europe, Asia, Africa, Australia and New Zealand, and Canada.
7. Networks of Customers: Berrett-Koehler brings books to the attention of our networks of individual customers, institutional customers, bulk sales customers, association book services, catalog sellers, other special sales accounts, and countless other groups. We have been building up these networks for eighteen years, and they add lots of value in helping books to succeed.
8. Publicity and Promotion: Although the publicity and promotion efforts of authors may actually exceed those of their publishers, publishers still reach many prospective buyers that authors cannot reach on their own. This is particularly true for a publisher like Berrett-Koehler that has a multichannel marketing system that combines online, direct mail, bookstore, publicity, social media, e-newsletter, website, special sales, conference sales, and other channels of marketing for each new book.
9. Foreign Translation Rights, Audio Rights, Digital Rights, and Other Subsidiary Rights Sales: This is an area of great focus and success for Berrett-Koehler (with over two thousand subsidiary rights agreements signed thus far) and helps books to reach many more audiences than the publication of just the English-language print edition. Authors also receive extra revenue, a higher profile, and greater satisfaction when their books are published in a variety of languages.

10. Coaching: Perhaps the greatest value provided by publishers is less tangible than the previous items on this list. Just as coaching regarding a book's content and organization can be pivotal to its success, so too can a publisher's coaching on the title, price, design, format, timing, market focus, marketing campaign, and even tie-in to the author's business strategies make a big difference in whether a book succeeds.

Working with good publishers is a partnership. For books to succeed, authors and publishers must collaborate in many ways. For example, the publishers set the table through their marketing channels, but whether the books actually move in those channels often depends on the marketing that the authors carry out.

To receive Berrett-Koehler's excellent newsletter, visit [www.bkpub.com](http://www.bkpub.com)

### Marketing Planning

(Excerpted from Brian Jud's e-booklet, *Plan Your Work and Work Your Plan: 461 Tips for Profitable Marketing Planning*; [www.bookmarketing.com](http://www.bookmarketing.com))

Periodically assess your progress and make any changes that are necessary. Know where you are at all times. Ask yourself what's working, what's not working and what would it take to increase your business by one percent more? Measure more than just sales volume. Look into the nature of the sale. Who will buy your books? When? How? Where? Why? Why *aren't* people buying your books?

### Helpful Website of the Week – Adele M. Annesi

(Adele is a freelance editor and writer. Contact [a.annesi@sbcglobal.net](mailto:a.annesi@sbcglobal.net), or visit <http://www.adeleannesi.com/Word-for-Words--LLC.html>)

Carly Watters

<http://carlywatters.com/blog>

This is a great blog on queries, submissions, clients, conferences and the publishing industry.



### The Very Idea

(Editorial by Brian Jud)

Sometimes you get to the point at which you just do not know what to do. It seems that everything you try just does not work. Do not give up. Go back to the basics. Think about what got you to this point, and what you can do differently next time to avoid this situation. Evaluate your actions. Think what, not how. Consider what else you can do now to change your book, its price, distribution and/or promotion. Look for new markets, new forms (ebooks, booklets), users and uses for your content.

To paraphrase one philosopher, don't follow where the path may lead. Find a new way and leave a path for others to follow.



## Book-Marketing Tips – Roger C. Parker

(Roger C. Parker is the \$32 Million Dollar Author. Test your Book Publishing IQ at his [www.publishedandprofitable.com](http://www.publishedandprofitable.com))

**Become a High-visibility Guest Blogger.** One of the easiest ways you can expand your reach and introduce yourself to new potential readers and prospective clients is to approach popular bloggers in your field and offer to contribute an occasional guest post. Many bloggers will appreciate, and take you up on, your offer. In any case, though, they will appreciate your posting on their blog. Your post saves them time and adds to the richness and diversity of their blog. They may not publish your post until they've read and approved your draft, and they may ask you to submit your ideas for posts in advance. But, these are a small price to pay for gaining a larger and more visible author platform.

Start by identifying the top blogs in your field, and pay attention to the topics they address. Subscribe to the blog's RSS feed, or sign-up to receive their posts via e-mail. See how often posts by guests appear. Pay particular attention to the length of guest posts. Pay special attention to the types of comments the blog attracts. Who are the frequent commenters? How long are the comments? Begin to comment on their posts, yourself, when appropriate.

Check to see if the blog contains a link to downloadable editorial guidelines. These will describe the types of guest bloggers and blog post titles they're interested in, and the submission process.

## Booklet Ideas – Paulette Ensign

(Paulette is President of Tips Products International, [Paulette@tipsbooklets.com](mailto:Paulette@tipsbooklets.com))



Expressing gratitude is a simple yet powerful gesture whether you extend that to your clients, colleagues, mentors, family, or friends, or you privately go inward and acknowledge to yourself how great it is to have all the experiences and things you have in your life. Although certain times of the year are designated for it, you certainly can offer your gratitude at any time and in various ways.

Imagine how your thoughtfulness is enhanced when you send a piece of your bite size brilliance that helps the recipient improve their life in some way - a gift that lets the person know you are thinking of them, that you are grateful they are in your life, and that you want to share something you believe improves their life, all without asking them to buy anything from you at that moment!

And what did that cost you? It was a few moments of your time when you sent it electronically, and a slight bit more out of pocket when you sent it as a hard copy. You've made a wise investment of your time and money resources either way.

Think of how you would feel being on the receiving end of such a gift. You receive a copy of a booklet from a colleague who you sent a client, and you read a message in the booklet thanking you for the referral. Yes, an email or a handwritten note can serve the purpose on some level, though not in the same way or with the same impact.

How about the vendors who you frequent for your business and for your personal purchases? What would you think about getting a how-to tips booklet from them that reflects ways to improve your life in some way related to what products or services you buy from them? Plus such a booklet lives on way beyond the typical calendar many businesses and organizations distribute to their clients, customers, and prospects.

Any delivery format in hard copy or electronically for your bite size brilliance can work well, whether you are planning this for your own business or you are suggesting such a campaign to businesses and organizations who are your buyers, for them to use at any time of the year.

**ACTION** - Consider what formats of your information you want to use and what schedule you want to plan for expressing gratitude to people in your personal and professional life from your own business with your own content. Once you have mapped out your ideas, use that as a springboard and a model for conversations with companies and organizations to use for their purposes. The campaign can be at specific holiday seasons like Thanksgiving or at the start of the new year in January or on a quarterly basis to stay in front of people or whatever suits you and your clients' purposes best. Your buyers may come up with ways you had no reason to consider, based on something unique to them. This sincerely and genuinely spreads good feelings around, differentiates you and your clients from among the crowd, and is likely to trigger new sales for you and your buyers.

**Buy Lines -- Free Information to Help You Sell More Books**

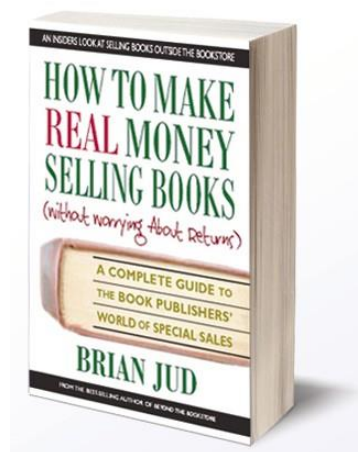
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### Do you have a quick question or two about how to get started in special sales?

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Sell more books  
Beat your competition  
Become more profitable  
Sell in untapped, lucrative markets  
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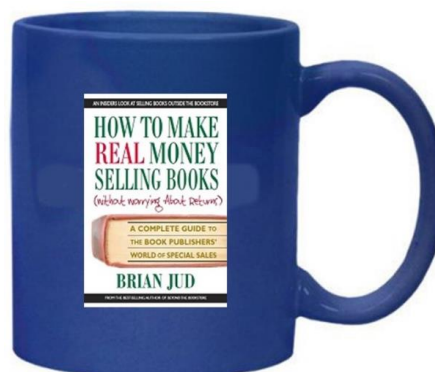
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- Remind procrastinators to buy
- Encourage repeat purchases
- Create brand awareness
- Boost sales



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**best books on writing, publishing and marketing**  
( <http://www.bookmarketingworks.com/index.php?pg=bookstore/bookstore.htm> )

## Contact Information for Brian Jud

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Discover even more information about non-bookstore marketing by visiting the *Special-Sales Tip of the Week* at  
[www.bookmarketing.com](http://www.bookmarketing.com)

Brian Jud now offers commission-based sales to buyers in special markets and several other programs to contact prospective buyers in special markets for you through personal sales calls, customized mailings and telephone calls. There is a program for any budget. [www.premiumbookcompany.com](http://www.premiumbookcompany.com)

Brian is also an author and book-marketing consultant helping publishers market and promote their books to increase their sales and profits. Brian is a media trainer, frequent speaker at publishing events and host of the online Publisher's Bookstore listing many discounted titles on publishing, publicity, planning, marketing, publishing law, design and writing. Contact Brian at P. O. Box 715, Avon, CT 06001; (800) 562-4357; [brianjud@bookmarketing.com](mailto:brianjud@bookmarketing.com) or go to <http://www.bookmarketing.com>